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FACT BOOK

FEATURING

- STATISTICS
- FLEET DIRECTORY
- AUTO GUIDE
- FLEET DEALERS
- SPECIFICATIONS
- LEADING LESSORS

a bobit publication april 1981

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Volume 20, Number 6
AFFILIATED PUBLICATIONS
Metropolitan
School Bus Fleet
Contemporary Surgery
Construction Contracting
Contemporary Orthopaedics
Career Education News

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility and driving schools.

Features

FACT BOOK
FEATURING
- STATISTICS
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1. STATISTICS

Fleet figures by type and size as of 1/1/81

TYPE OF FLEET		Total Leased
Business Fleets–25 or more cars		
Salesman Owned	345,000	
Company Owned	222,000	
Leased by Companies		
(By Types of Lease)		
Finance & Management	1,588,000	1,588,000
Partial-Full Maintenance	234,000	234,000
Net/Fixed	146,000	146,000
Total 25+ Business Fleets		1,968,000
Business Fleets–10-24 Cars		
Owned	458,000	
Leased	266,000	266,000
Individually Leased	1,708,000	1,708,000
Total Fleet Leased		3,942,000

INDIVIDUAL LEASING 1/1/81

	Dealers	Indep. Lessors	Total
No. of Lessors	21,000	1,800	
No. of Individually Leased Cars	1,440,000	268,000	1,708,000
No. Fleet Leased Cars 25 or more	91,000	1,877,000	1,968,000
No. Fleet Leased Cars 10-24	56,000	210,000	266,000
			3,942,000

OTHER FLEETS

Government	651,000
Utilities	532,000
Police	288,000
Taxi	205,000
Daily Rental	500,000
Driver School	20,000
Total (Excluding Business Fleets)	2,196,000

NOTE:
Estimate of number of Cars in Fleets of 4 or more 10,433,000

U.S. TRUCKS IN RENTAL AND LEASING

Daily Rental		195,000
Leasing:		
Full Service	334,000	
Finance & Management	507,000	
		841,000
Total Truck Leasing/Rental		1,036,000

	Daily Rental	Leasing
Under 10,000 GVW	26%	57%
10,000-19,501 GVW	13%	17%
Over 19,501 GVW	61%	26%

New Fleet Vehicles Registered

CARS — On all accounts buying 10 or more new units each year. — In Thousands

	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Renting/Leasing	756	732	902	750	707	833	962	1,117	1,030	841
Commercial	200	186	216	178	150	181	205	216	211	253
R/L + Commercial	956	918	1,118	928	856	1,014	1,167	1,333	1,241	1,094
Government*	92	98	111	108	93	90	98	99	89	83
TOTAL	1,048	1,016	1,229	1,036	950	1,104	1,265	1,432	1,330	1,177

TRUCKS — On all accounts buying 10 or more new units each year. — In Thousands

Renting/Leasing	100	117	167	145	115	148	204	242	226	175
Commercial	164	183	220	194	127	152	200	231	246	206
R/L + Commercial	264	300	387	339	242	300	404	473	472	381
Government*	73	69	78	80	76	65	73	80	86	88
TOTAL	337	369	465	419	318	365	477	553	558	469

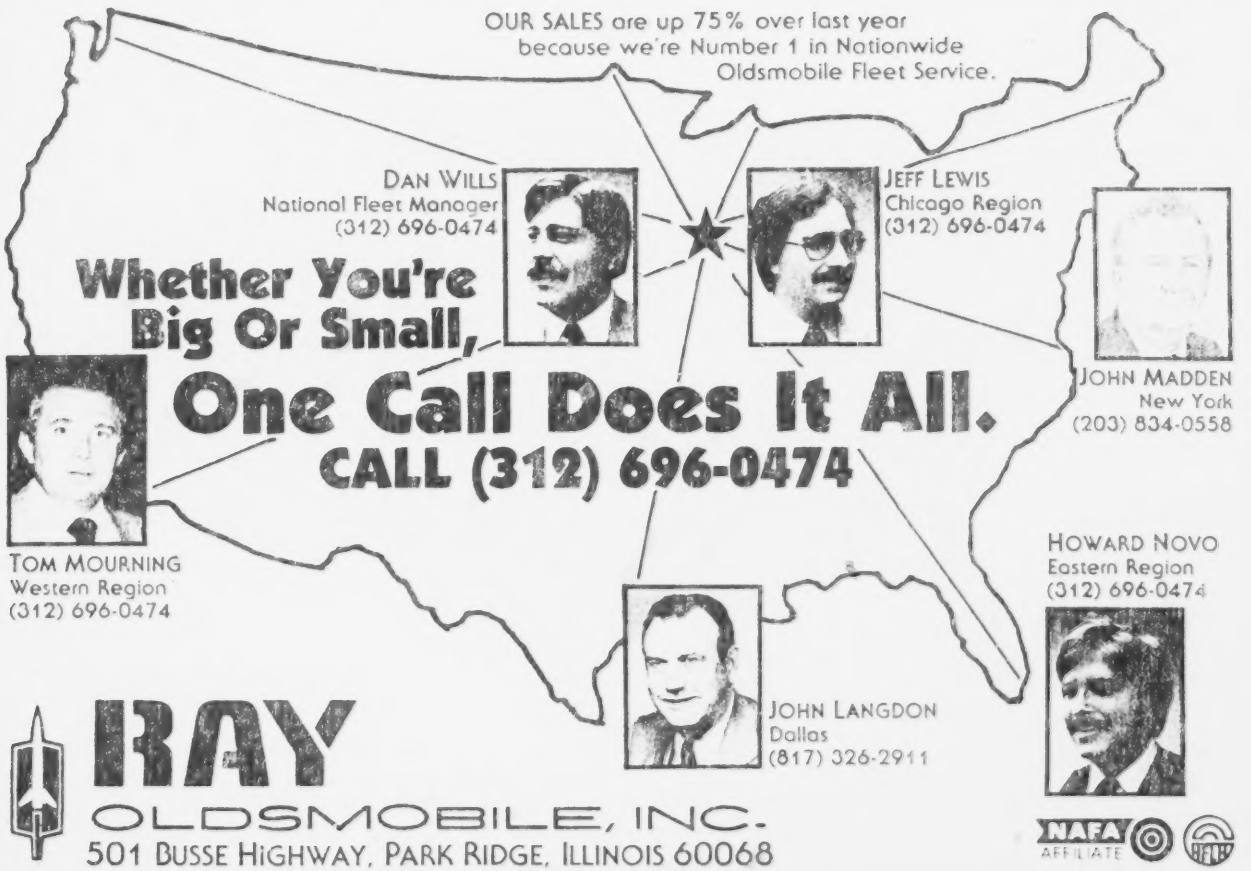
*Excludes Federal Government

Fleet Registrations By Month And Year

Totals include all fleets of 10 or more units.

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
JAN	89,138	85,671	95,507	99,776	86,925	81,419	93,226	111,651	117,455	136,778	117,135
FEB	86,197	92,785	88,081	110,001	85,625	61,590	85,445	103,849	117,726	118,112	97,789
MAR	102,653	103,520	91,278	108,570	87,302	79,099	90,890	102,672	124,982	127,114	118,773
APR	98,968	94,809	85,765	96,923	93,033	74,925	105,378	116,813	125,334	127,626	113,690
MAY	104,818	91,287	89,908	104,438	91,431	87,239	114,060	122,224	128,161	129,908	105,421
JUN	111,532	90,470	89,350	133,132	89,173	93,607	115,903	134,231	143,766	126,107	104,894
JUL	90,430	70,491	64,858	110,151	81,105	76,901	91,462	96,991	126,709	112,839	83,827
AUG	40,217	43,669	50,465	78,167	55,155	49,392	60,270	78,737	98,608	82,593	65,761
SEP	33,004	45,209	41,966	46,146	77,154	50,009	50,458	65,181	72,024	37,708	58,540
OCT	74,728	112,715	94,116	102,441	92,739	101,963	91,153	102,549	117,804	96,414	82,576
NOV	75,849	117,515	113,582	130,962	109,736	85,519	106,077	133,812	148,787	104,463	128,626
DEC	101,019	149,797	200,560	169,852	134,069	113,600	160,485	175,642	183,453	160,894	170,000*
Total	1,008,553	1,097,938	1,105,436	1,290,559	1,083,447	955,158	1,164,807	1,344,352	1,504,809	1,360,606	1,247,032*

*ESTIMATED



Circle 118 on Inquiry Card

1980 Model Year Registrations Fleet vs. Retail

MODEL	RETAIL TOTALS	FLEET TOTALS	% FLEET VS. RETAIL
Continental-Mark-Versailles*	87,468	18,791	
Riviera	36,041	5,369	
Cadillac	206,619	30,691	
Toronado	32,484	4,529	
Total Luxury	**362,612**	**59,380**	**16.4%**
Chrysler	38,463	5,192	
Mercury*	58,008	6,090	
Buick	139,120	19,029	
Oldsmobile	192,998	33,078	
Pontiac	106,355	11,557	
St. Regis	17,618	7,445	
Gran Fury	11,104	8,577	
Ford	159,443	41,929	
Chevrolet	233,557	64,768	
Total Standard	**956,666**	**197,665**	**20.7%**
Wagoneer/Cherokee	28,841	10,410	
Cordoba	51,376	8,057	
Mirada	26,019	2,673	
LeBaron	68,897	15,382	
Diplomat	32,463	4,425	
Thunderbird	167,070	20,841	
Cougar/XR-7*	69,572	9,336	
Century/Regal	260,219	54,201	
Malibu	193,088	78,099	
Monte Carlo	158,470	18,852	
Cutlass	371,873	90,563	
LeMans	60,414	23,682	
Grand Prix	106,265	15,433	
Granada	94,934	23,736	
Monarch*	32,628	6,955	
Total Intermediate	**1,722,129**	**382,645**	**22.2%**
Concord/Eagle	108,110	35,717	
Volare	93,460	26,600	
Aspen	70,381	17,155	
Fairmont	302,098	96,684	
Zephyr*	85,946	21,339	
Skylark	138,276	21,416	
Citation	309,067	62,172	
Omega	65,716	12,125	
Phoenix	78,918	14,806	
Total Compact	**1,251,972**	**308,014**	**24.6%**
Spirit/CJ	112,835	14,985	
Omni	103,254	9,149	
Horizon	126,862	13,370	
Pinto	158,292	32,106	
Bobcat*	31,419	4,854	
Chevette	319,443	43,957	
Total Subcompact	**852,105**	**118,421**	**13.9%**
Capri	67,538	9,506	
Mustang	245,757	24,058	
Skyhawk	9,104	166	
Monza	134,255	4,479	
Starfire	8,609	183	
Sunbird	106,547	5,747	
Camaro	123,376	9,473	
Firebird	89,848	7,617	
Corvette	34,813	2,765	
Total Sports	**819,847**	**63,994**	**7.8%**
Sport Van/Rally	18,795	5,113	
Total	**18,795**	**5,113**	**27.2%**
Total Domestic	**5,984,126**	**1,135,232**	**19.0%**
Total Miscellaneous (Domestic & Import)	**2,480,033**	**155,729**	**6.2%**
Total Industry	**8,464,159**	**1,290,961**	**15.3%**

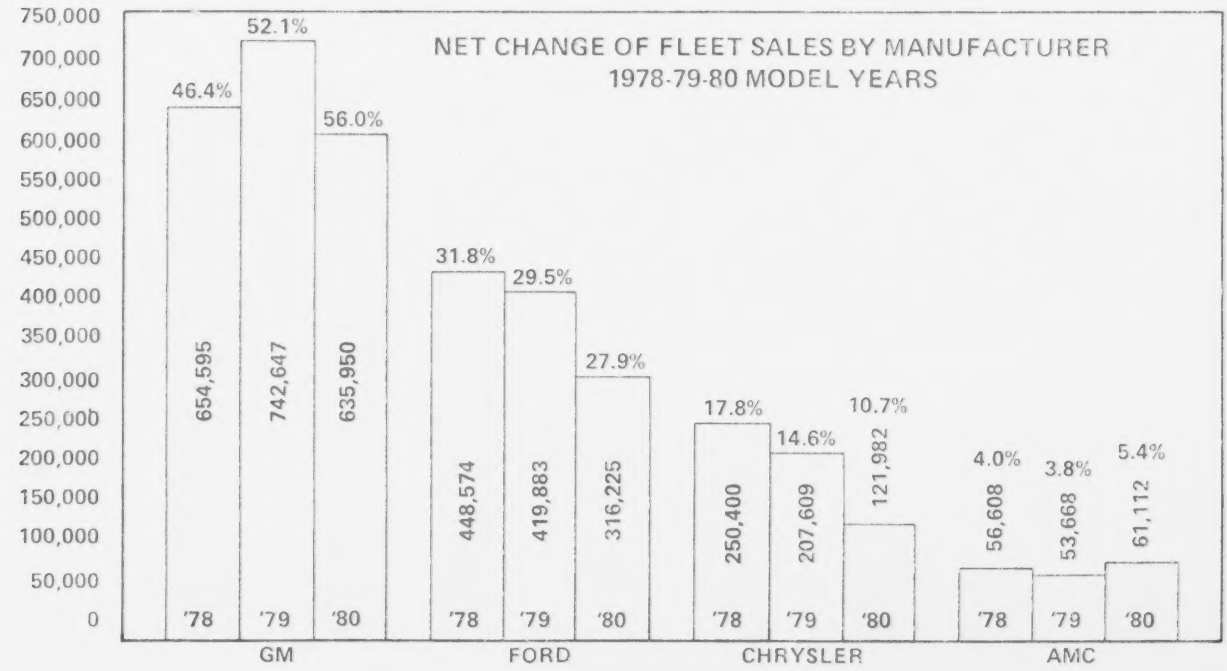
Sales figures

Fleet Registrations By Make

1974-1980 MODEL YEAR

	1974	1975	1976	1977	1978	1979	1980
AMERICAN MOTORS	60,996 *5.0%*	53,602 *5.2%*	64,919 *5.4%*	53,310 *4.3%*	56,600** *4.0%*	53,668** *3.8%*	61,112** *5.4%*
BUICK	44,277 *3.7*	49,419 *4.8*	81,856 *6.9*	56,183 *4.4*	61,131 *4.3*	75,007 *5.3*	100,181 *8.8*
CADILLAC	27,578 *2.3*	24,297 *2.4*	34,641 *2.9*	41,207 *3.3*	46,427 *3.3*	49,175 *3.5*	30,691 *2.7*
CHEVROLET	313,944 *25.9*	231,989 *22.7*	280,014 *23.4*	289,171 *22.9*	349,762 *24.8*	377,469 *26.5*	285,758 *25.2*
CHRYSLER	10,000 *.8*	21,600 *2.1*	25,600 *2.2*	31,500 *2.5*	43,500 *3.1*	61,253 *4.3*	28,631 *2.5*
DODGE	81,000 *6.7*	73,700 *7.2*	77,800 *6.5*	94,900 *7.5*	95,600 *6.8*	75,859 *5.3*	42,647 *3.7*
FORD	299,100 *24.7*	246,500 *24.1*	265,200 *22.2*	267,300* *21.1*	310,622 *22.0*	281,078 *19.7*	239,354 *21.1*
LINCOLN-MERCURY	97,625 *8.1*	97,296 *9.5*	106,690 *8.9*	132,539* *10.5*	137,952* *9.8*	138,805* *9.7*	76,871* *6.8*
OLDSMOBILE	79,073 *6.5*	62,172 *6.1*	98,925 *8.3*	110,956 *8.8*	110,352 *7.8*	129,824 *9.1*	140,478 *12.4*
PLYMOUTH	139,000 *11.4*	121,100 *11.9*	112,800 *9.4*	125,200 *9.9*	111,300 *7.9*	70,497 *5.0*	50,704 *4.5*
PONTIAC	59,242 *4.9*	40,860 *4.0*	46,657 *3.9*	61,093 *4.8*	86,923 *6.2*	111,172 *7.8*	78,842 *6.9*
DOMESTIC TOTAL *PERCENTAGE TOTAL*	1,211,735 *100%*	1,022,535 *100%*	1,195,102 *100%*	1,264,359 *100%*	1,410,177 *100%*	1,423,807 *100%*	1,135,269 *100%*

Basic registration data may vary slightly from manufacturer to manufacturer as they denote. *Sales figures **Includes Jeep



U.S. CARS IN FLEETS BY TYPE OF BUSINESS

(1970 to 1980)

SOURCE: AUTOMOTIVE FLEET'S RESEARCH DEPT.

TYPE OF FLEET

CARS (In Thousands)

Business Fleets—25 or more	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Salesman Owned	419	411	392	381	373	364	357	353	350	348	345
Company Owned	228	236	223	217	209	204	198	195	208	215	222
Leased by Companies (By Types of Lease)											
Finance & Management	706	732	918	1,226	1,235	1,262	1,391	1,412	1,540	1,580	1,588
Partial/Full Maintenance	368	373	303	247	272	268	262	258	187	184	234
Net/Fixed	131	126	134	118	139	136	125	133	123	121	146
TOTAL Fleet Leased	1,205	1,231	1,355	1,591	1,646	1,666	1,778	1,803	1,850	1,885	1,968
Business Fleets—10-24 cars											
Owned	553	563	537	521	506	501	496	488	475	470	458
Leased	99	105	128	153	168	174	211	228	241	256	266
Individually Leased	803	834	925	994	1,008	1,072	1,217	1,385	1,610	1,690	1,708
Other Fleets											
Government	601	611	592	598	611	628	635	642	648	645	651
Utilities	416	421	438	467	482	497	508	518	523	529	532
Police	207	218	236	249	261	278	286	292	294	291	288
Taxi	171	174	177	182	185	193	202	202	205	207	205
Daily Rental	314	319	341	364	361	354	373	385	448	462	500
Driver School	25	27	29	27	26	25	26	26	24	21	20
TOTAL (Excluding Business Fleets)	1,724	1,770	1,813	1,887	1,926	1,975	2,030	2,065	2,142	2,155	2,196
NOTE: Number of Cars in Fleets of 4 or More	9,992	10,070	10,094	10,214	10,324	10,398	10,403	10,414	10,423	10,428	10,433

TRUCKS IN RENTAL AND LEASING (In Thousands)

Daily Rental	128	136	147	162	165	157	155	158	182	194	195
Leasing											
Full Service	318	330	348	361	373	366	354	346	340	337	334
Finance & Management	240	254	291	327	352	373	411	436	462	478	507
TOTAL—Truck Leasing	558	584	639	688	725	739	765	782	802	815	841

By GVW – 1/1/80

	Daily Rental	Leasing
Under 10,000 GVW	26%	57%
10,000-19,501 GVW	13%	17%
Over 19,501 GVW	61%	26%

Size and Model Cars Purchased by Major Leasing Companies 1980 vs. 1979

SIZE AND MODEL

(In Percent)

		Standard	Intermediate	Large	Compact	Subcompact	Imports
		Chevrolet Ford LTD Newport Gran Fury	Century Cordoba Cutlass Diplomat Granada Grand Prix Le Baron Le Mans Malibu Mirada Monarch Monte Carlo Regal Thunderbird	Buick Cadillac Continental Marquis Oldsmobile Pontiac St. Regis New Yorker	Aspen Camaro Concord Fairmont Firebird Citation Omega Phoenix Skylark Volare Zephyr	Bobcat Chevette Monza Mustang Pinto Skyhawk Starfire Sunbird Capri Spirit Horizon Omni	All Foreign Made Cars
COMPANY	YEAR						
AVIS	1980	14.4	56.4	12.0	13.5	1.0	2.7
	1979	49.0	32.0	15.0	2.0	1.0	1.0
AUTOMOTIVE RENTALS, INC.	1980	8.0	52.0	5.0	30.0	4.0	1.0
	1979	22.0	42.0	4.0	29.0	2.0	1.0
GAMBLES C&M LEASING	1980	4.1	43.5	8.3	38.7	4.4	1.0
	1979	10.0	40.0	5.0	40.0	4.0	1.0
GELCO	1980	9.0	35.0	2.0	45.0	8.0	1.0
	1979	28.5	43.5	2.0	25.5	—	.5
HERTZ	1980	7.0	38.0	2.0	31.0	10.0	12.0
	1979	24.0	40.0	3.0	18.0	7.0	8.0
LEASEWAY TRANSPORTATION	1980	(20.0)	48.0	(20.0)	30.0	2.0	*
	1979	(28.0)	44.0	(28.0)	26.0	2.0	—
LEND-LEASE TRANSPORTATION	1980	15.0	43.0	5.0	31.0	2.0	4.0
	1979	47.8	32.4	7.0	9.0	1.0	2.8
COMMERCIAL CREDIT/McCullagh	1980	14.8	46.0	6.0	26.8	3.1	3.3
	1979	28.5	38.4	6.2	22.3	1.2	3.4
PETERSON, HOWELL & HEATHER	1980	5.5	55.7	4.0	29.7	5.0	*
	1979	8.9	52.0	4.7	28.0	5.5	.9
U.S. FLEET LEASING	1980	25.0	45.0	3.0	25.0	1.0	1.0
	1979	15.0	50.0	4.0	25.0	5.0	1.0
WHEELS	1980	16.5	44.6	12.2	23.9	*	2.2
	1979	45.1	36.1	12.9	5.3	.3	.3

*Less than 1%

(Combines both standard and large)

AALA FLEET COST SURVEY*

COMPARATIVE STATEMENT OF AVERAGE PER UNIT PER MONTH COSTS
YEARS 1980 AND 1979

Operating Costs:	1980	1979	Increase (Decrease) Amount	Percentage	Percentage of Total
Depreciation	$149.72	$ 134.66	15.06	11.2%	53.2%
Repairs and maintenance	30.41	30.15	.26	.9	.9
Insurance	14.32	13.69	.63	4.6	2.2
License tags and taxes	7.82	7.40	.42	5.7	1.5
Finance costs	45.74	34.51	11.23	32.5	39.7
Delivery	2.64	2.90	(.26)	(9.0)	(.9)
Total Operating Costs	250.65	223.31	27.34	12.2	96.9
General and administrative	25.64	24.67	.97	3.9	3.4
Total Costs	$276.29	$ 247.98	$28.31	11.4%	100%

	1980	1979	1978	1977	1976	1975	1974	1973
Total costs per month	$276.29	$247.98	228.31	$212.01	$198.67	$193.95	$173.71	$164.89
Average months in operation	27.4	26.6	26.3	26.1	26.0	24.6	23.9	23.6
Average annual mileage	34,591	28,952	30,609	28,568	26,000	31,185	26,384	24,350

Composition Of The AALA Fleet

	Standard Models %	Intermediate Models %	Compact Models %	Air Conditioning %	Chevrolet %	Ford %	Plymouth %	Pontiac %	Oldsmobile %	Buick %	Cadillac %	Others %	Percent of Chev., Ford & Ply. in Fleets
Averages – 1980	32.0	48.0	20.0	96.0	40.0	15.0	1.0	6.0	14.0	9.0	2.0	13.0	56.0
Averages – 1979	45.0	43.0	12.0	98.0	42.0	20.0	2.0	6.0	8.0	7.0	3.0	12.0	64.0
Averages – 1978	48.0	44.0	8.0	93.0	44.0	16.0	3.0	4.0	9.0	4.0	6.0	14.0	63.0
Averages – 1977	45.0	47.0	8.0	95.0	38.0	27.0	3.0	3.0	6.0	6.0	3.0	14.0	68.0
Averages – 1976	46.0	48.0	6.0	95.0	36.0	25.0	3.0	3.0	10.0	10.0	3.0	10.0	64.0
Averages – 1975	53.0	40.0	7.0	94.0	41.0	26.0	3.0	2.0	7.0	11.0	2.0	8.0	70.0
Averages – 1974	62.0	33.0	5.0	86.0	43.0	31.0	4.0	3.0	3.0	7.0	2.0	7.0	78.0
Averages – 1973	70.0	24.0	6.0	83.0	48.0	24.0	2.0	3.0	3.0	6.0	3.0	11.0	74.0
Averages – 1972	76.0	19.0	5.0	83.0	40.0	31.0	3.0	3.0	3.0	8.0	3.0	9.0	74.0
Averages – 1971	81.0	15.0	4.0	79.0	41.0	29.0	4.0	3.0	3.0	6.0	2.0	12.0	74.0
Averages – 1970	97.0		3.0	78.0	45.0	25.0	4.0	4.0	4.0	6.0	4.0	8.0	74.0
Averages – 1969	96.0		4.0	67.0	44.0	28.0	6.0	5.0	3.0	6.0	2.0	6.0	78.0
Averages – 1968	97.0		3.0	56.0	46.0	24.0	6.0	4.0	2.0	2.0	2.0	9.0	81.0

Used Car Disposition

	RECONDITIONING		DISPOSITION					
	% of AALA Members Doing Recon.	Average Amount	New Car Dealer Sales %	New Car Dealer Trades %	Used Car Dealers %	Auctions %	Lessee Employees %	Other %
1980	57%	$218	7%	1%	43%	20%	20%	9%
1979	60%	$185	5%	2%	51%	21%	12%	9%
1978	61%	$170	11%	1%	43%	19%	14%	12%
1977	65%	$147	10%	1%	48%	14%	18%	9%
1976	65%	$169	5%	2%	55%	15%	16%	7%
1975	75%	$195	12%	1%	55%	14%	12%	6%
1974	67%	$141	8%	1%	54%	16%	9%	12%

*Information supplied by American Automotive Leasing Association

1981 EPA Ratings/Miles Per Tank

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MANUF.	MODEL	CID/CYL TRANS.	TANK CAP.	MPG	MPT
AMC	Spirit	151/4/M4	21.0	23	483
	Spirit	151/4/A3	21.0	20	420
	Spirit	258/6/M4	21.0	19	399
	Spirit	258/6/A3	21.0	20	420
Chevrolet	Camaro	229/6/A3	21.0	19	399
	Camaro	305/8/A3	21.0	16	336
	Camaro	350/8/A3	21.0	16	336
Chevrolet	Chevette	98/4/M4	12.5	30	375
	Chevette	98/4/A3	12.5	26	325
Ford	Mustang	140/4/M4	12.5	23	288
	Mustang	140/4/A3	12.5	22	275
	Mustang	200/6/M4	12.5	20	250
	Mustang	200/6/A3	12.5	20	250
	Mustang	255/8/A3	12.5	19	238
Pontiac	Firebird	231/6/A3	21.0	19	399
	Firebird	265/8/A3	21.0	18	378
	Firebird	301/8/A3	21.0	15	315
		Compact			
AMC	Concord	151/4/M4	22.0	23	506
	Concord	151/4/A3	22.0	20	440
	Concord	258/6/M4	22.0	19	418
	Concord	258/6/A3	22.0	19	418
Buick	Skylark	151/4/M4	14.0	22	308
	Skylark	151/4/A3	14.0	22	308
	Skylark	173/6/M4	14.0	21	294
	Skylark	173/6/A3	14.0	21	294
Dodge	Omni	105/4/M4	13.0	28	364
	Omni	105/4/A3	13.0	25	325
	Omni	135/4/M4	13.0	25	325
	Omni	135/4/A3	13.0	24	312
Ford	Escort	98/4/M4	10.0	28	280
Mercury	Lynx	98/4/M4	10.0	28	280
Oldsmobile	Omega	151/4/M4	14.0	22	308
	Omega	151/4/A3	14.0	23	322
	Omega	173/6/M4	14.0	21	294
	Omega	173/6/A3	14.0	21	294
Plymouth	Horizon	105/4/M4	13.0	28	364
	Horizon	105/4/A3	13.0	25	325
	Horizon	135/4/M4	13.0	25	325
	Horizon	135/4/A3	13.0	24	312
		Mid Size			
Buick	Century	231/6/M3	18.1	17	308
	Century	231/6/A3	18.1	21	380
	Century	265/8/A3	18.1	19	344
	Regal	231/6/A3	18.1	21	380
	Regal	231/6/A3(T)	18.1	19	344
	Regal	265/8/A3	18.1	18	326
	Rivera	231/6/A3(T)	21.0	16	336
	Rivera	252/6/A3	21.0	17	357
	Rivera	307/8/A3	21.0	17	357
	Rivera	350/8/A3(D)	21.0	20	420
Cadillac	Eldorado	252/6/A3	20.6	17	350
	Eldorado	350/8/A3(D)	20.6	20	412
	Seville	252/6/A3	23.0	17	391
	Seville	350/8/A3(D)	23.0	20	460
Chevrolet	Citation	151/4/M4	14.0	22	308
	Citation	151/4/A3	14.0	22	308
	Citation	173/6/M4	14.0	21	294
	Citation	173/6/A3	14.0	21	294
	Malibu	229/6/A3	21.0	19	399
	Malibu	267/8/A3	21.0	18	378
	Monte Carlo	229/6/A3	18.1	19	344
	Monte Carlo	231/6/A3	18.1	19	344
	Monte Carlo	267/8/A3	18.1	18	326
Chrysler	Corduba	225/6/A3	18.0	18	324
	Corduba	318/8/A3	18.0	17	306
	LeBaron	225/6/A3	18.0	18	324
	LeBaron	318/8/A3	18.0	17	306
	LeBaron	318/8/A3	18.0	16	288
Dodge	Aries	135/4/M4	13.0	25	325
	Aries	135/4/A3	13.0	24	312
	Aries	156/4/A3	13.0	23	299
	Diplomat	225/6/A3	18.0	18	324
	Diplomat	318/8/A3	18.0	17	306
	Diplomat	318/8/A3	18.0	16	288
	Mirada	225/6/A3	18.0	18	324
	Mirada	318/8/A3	18.0	17	306
Ford	Fairmont	140/4/M4	14.0	23	322
	Fairmont	140/4/A3	14.0	22	308
	Fairmont	200/6/A3	14.0	20	280
	Fairmont	255/8/A3	14.0	18	252
	Granada	140/4/M4	16.0	23	368
	Granada	140/4/A3	16.0	22	352
	Granada	200/6/A3	16.0	19	304
	Granada	255/8/A3	16.0	18	288
	Thunderbird	200/6/A3	17.5	18	315
	Thunderbird	255/8/A3	17.5	18	315
	Thunderbird	302/8/A4	17.5	16	280
Chrysler	Imperial	318/8/A3	18.0	16	288
Mercury	Cougar	140/4/M4	16.0	23	368
	Cougar	140/4/A3	16.0	22	352
	Cougar	200/6/A3	16.0	19	304
	Cougar	255/8/A3	16.0	18	288
	XR7	200/6/A3	18.0	18	324
	XR7	255/8/A3	18.0	18	324
	XR7	302/8/A4	18.0	16	288
	Zephyr	140/4/M4	14.0	22	308
	Zephyr	140/4/A3	14.0	22	308
	Zephyr	200/6/A3	14.0	20	280
	Zephyr	255/8/A3	14.0	18	252
Oldsmobile	Cutlass	231/6/M3	18.1	17	308
	Cutlass	231/6/A3	18.1	21	380
	Cutlass	260/8/A3	18.1	19	344
	Cutlass	350/8/A3(D)	18.1	23	416
	Toronado	252/6/A3	21.0	17	357
	Toronado	307/8/A3	21.0	17	357
	Toronado	350/8/A3	21.0	21	441
Plymouth	Reliant	135/4/M4	13.0	25	325
	Reliant	135/4/A3	13.0	24	312
	Reliant	156/4/A3	13.0	23	299
Pontiac	Grand Prix	231/6/A3	18.1	21	380
	Grand Prix	265/8/A3	18.1	18	326
	LeMans	231/6/M3	18.1	17	308
	LeMans	231/6/A3	18.1	21	380
	LeMans	265/8/A3	18.1	19	344
	Phoenix	151/4/M4	14.0	22	308
	Phoenix	151/4/A3	14.0	22	308
	Phoenix	173/6/M4	14.0	21	294
	Phoenix	173/6/A3	14.0	21	294
		Large			
Buick	Electra	252/6/A4	25.0	18	450
	Electra	307/8/A4	25.0	16	400
	Electra	350/8/A3(D)	25.0	21	525
	LeSabre	231/6/A3	25.0	19	475
	LeSabre	252/6/A3	25.0	18	450
	LeSabre	252/6/A4	25.0	18	450
	LeSabre	307/8/A3	25.0	16	400
	LeSabre	307/8/A4	25.0	17	425
	LeSabre	350/8/A3(D)	25.0	22	550
Cadillac	Deville	252/6/A4	20.7	18	373
	Deville	350/8/A3(D)	20.7	21	435
Chevrolet	Impala/Caprice	229/6/A3	25.0	19	475
	Impala/Caprice	267/8/A3	25.0	18	450
	Impala/Caprice	305/8/A4	25.0	17	425
	Impala/Caprice	350/8/A3(D)	25.0	22	550
Chrysler	Newport/NewYorker	225/6/A3	21.0	17	357
	Newport/NewYorker	318/8/A3	21.0	17	357
	Newport/NewYorker	318/8/A3	21.0	16	336
Dodge	St. Regis	225/6/A3	21.0	17	357
	St. Regis	318/8/A3	21.0	17	357
	St. Regis	318/8/A3	21.0	16	336
Ford	LTD	302/8/A4	20.0	16	320
Mercury	Marquis	302/8/A4	20.0	16	320
Oldsmobile	Delta 88	231/6/A3	25.0	19	475
	Delta 88	260/8/A3	25.0	17	425
	Delta 88	307/8/A3	25.0	16	400
	Delta 88	307/8/A4	25.0	17	425
	Delta 88	350/8/A3(D)	25.0	23	575
	Ninety-eight	252/6/A4	25.0	18	450
	Ninety-eight	307/8/A4	25.0	17	425
	Ninety-eight	350/8/A3(D)	25.0	21	525
Plymouth	Gran Fury	225/6/A3	21.0	17	357
	Gran Fury	318/8/A3	21.0	17	357
	Gran Fury	318/8/A3	21.0	16	336
Pontiac	Catalina/Bonneville	231/6/A3	25.0	19	475
	Catalina/Bonneville	265/8/A3	25.0	18	450
	Catalina/Bonneville	307/8/A4	25.0	17	425
	Catalina/Bonneville	350/8/A3(D)	25.0	21	525
		Small Station Wagon			
AMC	Concord	151/4/M4	22.0	23	506
	Concord	151/4/A3	22.0	20	440
	Concord	258/6/M4	22.0	19	418
	Concord	258/6/A3	22.0	19	418
		Mid-Size Station Wagon			
Buick	Century	231/6/A3	18.1	21	380
	Century	265/8/A3	18.1	18	326
Chevrolet	Malibu	229/6/A3	18.2	19	346
	Malibu	267/8/A3	18.2	18	328
	Malibu	305/8/A3	18.2	16	291
Chrysler	LeBaron	225/6/A3	18.0	17	306
	LeBaron	318/8/A3	18.0	17	306
Dodge	Aries	135/4/M4	13.0	24	312
	Aries	135/4/A3	13.0	23	299
	Aries	156/4/A3	13.0	23	299
	Diplomat	225/6/A3	18.0	17	306
	Diplomat	318/8/A3	18.0	17	306
Ford	Fairmont	140/4/M4	16.0	23	368
	Fairmont	200/6/A3	16.0	18	288
	Fairmont	205/8/A3	16.0	18	288
Mercury	Zephyr	140/4/M4	14.0	23	322
	Zephyr	200/6/A3	14.0	18	252
	Zephyr	205/8/A3	14.0	18	252
Oldsmobile	Cutlass	231/6/A3	18.2	21	382
	Cutlass	260/8/A3	18.2	17	309
	Cutlass	307/8/A3	18.2	16	291
	Cutlass	350/8/A3(D)	18.2	23	419
Plymouth	Reliant	135/4/M4	13.0	24	312
	Reliant	135/4/A3	13.0	23	299
	Reliant	156/4/A3	13.0	23	299
Pontiac	LeMans	231/6/A3	18.2	21	382
	LeMans	265/8/A3	18.2	18	328
		Large Station Wagon			
Buick	Lesabre/Electra	307/8/A3	22.0	16	352
	Lesabre/Electra	350/8/A3(D)	22.0	21	462
Chevrolet	Impala/Caprice	267/8/A3	25.0	16	400
	Impala/Caprice	305/8/A4	25.0	16	400
	Impala/Caprice	350/8/A3(D)	25.0	21	525
Ford	LTD	302/8/A4	20.0	16	320
Mercury	Marquis	302/8/A4	20.0	16	320
Oldsmobile	Custom Cruiser	307/8/A4	22.0	16	352
	Custom Cruiser	350/8/A3(D)	22.0	21	462
Pontiac	Catalina/Bonneville	307/8/A4	25.0	16	400
	Catalina/Bonneville	350/8/A3(D)	25.0	21	525

SOURCE: Leaseway System Corp.

Figures based on EPA city cycle ratings for domestic vehicles.

Fleet car operating costs by region

Regional Code	Running Expenses ¢/mile	Standing Expenses $/Month
1	7.37¢	$183.87
2	7.95	173.91
3	7.44	172.54
4	7.27	175.70
5	7.40	180.64
6	7.23	177.38
7	7.75	180.42
8	8.37	182.14
U.S.	**7.55¢**	**$178.74**

Notes: Running expenses are incurred when a car is being driven, and include gasoline, oil, tires, and maintenance. Standing expenses are incurred whether or not the car is used, and include such fixed costs as insurance and license fees. Data cover leased and company-owned cars and apply to a 6-cylinder Malibu model.
Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research, which maintains a computerized data base on fleet car costs for its clients.

REIMBURSEMENT FOR USE OF PERSONAL CAR MILEAGE ONLY

(No Assigned Fleet Car) U.S. Commercial Fleets Only

Rate	1977	1978	1979	1980
Under 15¢	26%	24%	2%	1%
15¢ a mile	46%	40%	17%	2%
16¢ a mile	6%	5%	3%	*
17¢ a mile	10%	24%	45%	17%
18¢ a mile	3%	2%	22%	19%
19 or more cents a mile	9%	6%	11%	7%
20¢ a mile	***	***	***	43%
More than 20¢ a mile	***	***	***	11%

(Assigned Fleet Car Not In Service)

Rate	1977	1978	1979	1980
Under 15¢	32%	20%	2%	3%
15¢ a mile	42%	46%	11%	1%
16¢ a mile	7%	8%	4%	*
17¢ a mile	9%	23%	53%	15%
18¢ a mile		2%	21%	20%
19 or more cents a mile	9%	2%	9%	6%**
20¢ a mile	***	***	***	43%
More than 20¢ a mile	***	***	***	11%

NOTES:
*Mentioned, but less than ½ of 1 percent.
**Includes only those mentioning 19¢ a mile specifically; in earlier surveys it included all fleets paying 19¢ a mile or more.
***Not broken out in surveys for those years. SOURCE: NAFA's 1981 Personal Use Survey.

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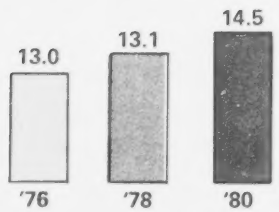
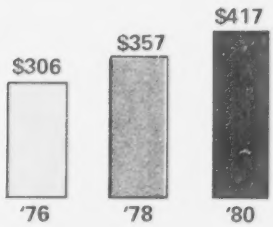
Circle 123 on Inquiry Card

U.S. DAILY RENTAL MARKET PROFILE

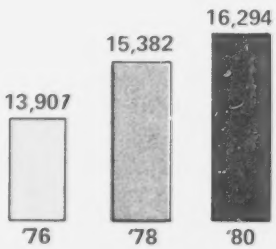
POSITION	COMPANY (Incl. Franchisees)	NO. CARS	'80 REVENUE	% MARKET SHARE ALL OUTLETS	% MARKET SHARE MAJOR AIRPORTS
1	Hertz	125,000	$ 640,000,000	26%	38%
2	Avis	100,000	510,000,000	20%	26%
3	National	75,000	385,000,000	16%	18%
4	Budget	70,000	350,000,000	14%	10%
5	Dollar	35,000	180,000,000	7%	
6	American International	16,000	85,000,000	3%	All Others 8%
7	Thrifty	15,000	72,000,000	3%	
	All others	64,000	240,000,000	11%	
	TOTALS	500,000	$2,462,000,000	100%	100%



Avg. Age of Cars At Replacement (Mos.)



Avg. Revenue/ Mo./Car



Avg. Yearly Mileage Operated/Car

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Circle 126 on Inquiry Card

1981 FLEET CAR

	CAR LENGTH	CAR WIDTH	CAR HEIGHT	WHEEL BASE	TURN CIRCLE	CURB WEIGHT
BUICK						
Skylark	181.1	68.9	53.5	104.9	38.3	2520
Century	196.0	71.3	55.5	108.1	37.6	3236
Regal	200.6	71.6	54.1	108.1	37.6	3280
LeSabre	218.4	75.9	55.0	115.9	39.4	3646
Electra	221.3	75.9	55.6	118.9	39.4	3856
Riviera	206.6	71.5	54.3	114.0	39.1	3673
CADILLAC						
Coupe de Ville	221.0	75.4	54.6	121.4	44.1	4151
Sedan de Ville	221.0	75.3	55.6	121.4	44.1	4202
Fleetwood Brougham	221.0	75.4	56.7	121.4	44.1	4250
Eldorado Coupe	204.5	70.6	54.3	114.0	42.2	3930
Limousine - 7 passenger	244.1	75.3	56.9	144.5	51.1	4764
Limousine - 8 passenger	244.1	75.3	56.9	144.5	51.5	4852
Seville Sedan	204.8	70.9	54.3	114.0	42.2	4167
CHEVROLET						
Chevrolet 4-Dr. Sedan	212.1	75.3	56.4	116.0	38.7	3475
Chevrolet Coupe	212.1	75.3	56.4	116.0	38.7	3451
Monte Carlo Coupe	200.4	71.8	54.3	108.1	37.1	3189
Malibu 4-Dr. Sedan	192.7	72.3	55.7	108.1	37.1	3108
Camaro Sport Coupe	197.6	74.5	50.1	108.0	38.5	3326
Citation 4-Dr. Sedan	176.7	68.3	53.5	104.9	36.1	2519
Chevette 4-Dr. Sedan	164.9	61.8	52.9	97.3	30.8	2002
CHRYSLER						
Imperial	213.3	72.7	52.6	112.7	44.0	3968
Cordoba	209.5	72.7	53.3	112.7	40.7	3387
New Yorker	221.5	77.6	54.5	118.5	42.4	3911
Newport	220.2	77.6	54.5	118.5	42.4	3625
Le Baron	205.2	74.2	55.3	112.7	40.7	3389
DODGE						
Aries 2-Dr.	176.0	68.6	52.4	99.6	34.3	2319
Aries 4-Dr.	176.0	68.6	52.7	99.6	34.3	2319
Aries Wagon	176.2	68.6	52.8	99.6	34.3	2392
St. Regis	220.2	77.6	54.5	118.5	42.4	3644
Omni	164.8	65.8	53.5	99.7	34.1	2120
Omni O24	174.0	66.7	51.2	96.6	33.4	2197
Mirada	209.5	72.7	53.3	112.7	40.7	3377
Diplomat	205.7	74.2	55.3	112.7	40.7	3389
FORD						
Granada	196.5	71.0	52.9	105.5	39.0	2856
Fairmont	195.5	71.0	52.9	105.5	39.0	2706
Escort	163.9	63.0	53.1	94.2	35.1	1989
Mustang	179.1	67.4	51.4	100.4	37.2	2625
LTD	209.3	77.5	54.7	114.3	39.2	3584
Thunderbird	200.4	74.1	53.0	108.4	40.1	3167
LINCOLN						
Lincoln Town Car	219.0	78.1	56.1	117.3	40.0	4061
Mark VI Coupe	216.0	78.1	55.1	114.3	40.0	4034
Mark VI Sedan	219.1	78.1	56.1	117.3	40.0	4130
MERCURY						
Lynx	163.9	63.0	53.1	94.2	35.1	2129
Capri	179.1	69.1	51.4	100.4	37.4	2640
Zephyr	195.5	71.0	53.5	105.5	39.0	2714
Cougar	196.5	68.7	52.9	105.5	39.0	2899
Cougar XR7	200.4	74.1	53.0	108.4	40.1	3080
Marquis	212.3	77.5	54.7	114.3	39.4	3656
OLDSMOBILE						
Omega	181.8	69.6	51.9	104.9	38.3	2497
Cutlass Sedan	199.1	71.9	54.1	108.1	38.2	3298
Delta 88	218.1	76.3	54.7	116.0	39.1	3470
Olds 98	221.1	76.3	55.3	119.0	40.0	3966
Toronado Coupe	206.0	71.4	52.5	114.0	38.7	3730
PLYMOUTH						
Reliant 2-Dr.	176.0	68.6	52.4	99.6	34.3	2319
Reliant 4-Dr.	176.0	68.6	52.7	99.6	34.3	2319
Reliant Wagon	176.2	68.6	52.8	99.6	34.3	2392
Horizon	164.8	65.8	53.5	99.7	34.1	2120
Horizon TC3	174.0	66.7	51.2	96.6	33.4	2197
Gran Fury	220.2	77.6	54.5	118.5	42.4	3595
PONTIAC						
Firebird	198.1	73.0	50.3	108.2	38.9	3275
Phoenix 5-Dr. Hatchback	179.3	69.1	53.4	104.9	38.3	2563
LeMans	198.5	71.9	55.8	108.1	38.0	3093
Catalina	214.0	76.4	56.7	116.0	39.3	2977
Grand Prix	201.8	72.1	54.7	108.1	38.0	3259
AMERICAN MOTORS						
Spirit 2-Dr. Sedan	167.0	72.0	51.6	96.0	31.5	2621
Concord	185.0	71.0	51.9	108.0	34.9	2822
Eagle SX/4	166.6	73.0	55.2	97.2	32.55	3065
Eagle	183.2	72.3	55.8	109.3	35.45	3289
VOLKSWAGEN						
Rabbit	155.3	63.4	55.5	94.5	31.2	1825

All dimensions are for FOUR-DOOR SEDANS except where not applicable.

SPECIFICATIONS

CID	HORSE-POWER	TIRE SIZE	CAPACITY TRUNK CU. FT.	HEAD ROOM FRONT/REAR	LEG ROOM FRONT/REAR	HIP ROOM FRONT/REAR
						BUICK
151	90	P185/80R13	14.2	38.2/37.4	42.2/35.5	54.5/55.3
231	110	P185/75R14	16.2	38.7/37.7	42.8/38.0	52.2/55.6
231	110	P195/75R14	16.6	37.9/38.1	42.8/36.3	51.7/54.9
231	110	P205/75R15	20.8	39.5/38.2	42.2/38.9	55.0/55.3
252	125	P215/75R15	21.2	39.5/38.0	42.2/41.7	55.4/55.5
252	125	P205/75R15	15.8	37.9/37.9	42.8/38.9	53.7/49.0
						CADILLAC
368	140	P215/75R15	19.6	38.1/37.8	42.0/41.7	55.3/55.5
368	140	P215/75R15	19.6	39.0/38.1	42.0/42.3	55.3/55.4
368	140	P215/75R15	19.6	39.0/38.8	42.0/41.2	55.3/55.4
368	140	P205/75R15	15.0	37.9/37.9	42.8/38.9	51.8/48.9
368	140	HR78x15D	16.8	39.0/38.8	42.0/44.3	55.3/57.1
368	140	HR78x15D	16.8	39.0/38.8	38.2/44.3	55.4/57.1
350	105	P205/75R15	14.5	38.1/37.3	42.8/39.4	51.4/54.1
						CHEVROLET
229	110	P205/75R15	20.9	39.5/38.2	42.2/39.1	55.0/55.3
229	110	P205/75R15	20.9	38.8/38.2	42.2/38.3	55.0/57.9
229	110	P195/75R14	16.8	37.6/37.8	42.8/36.3	51.7/54.9
229	110	P185/75R14	16.6	38.7/37.7	42.8/38.0	55.3/46.3
229	110	P205/75R14	9.2	36.9/35.7	43.9/28.4	52.4/46.3
151	84	P185/80R13	21.4	38.1/37.7	42.2/35.5	55.1/55.0
98	70	P155/80R13	29.8	38.3/37.4	41.6/33.9	49.4/40.8
						CHRYSLER
318	130	P205/75R15	16.1*	35.5/36.5	43.4/35.0	56.6/55.7
225	85	P195/75R15	16.7*	37.4/36.5	43.3/35.0	55.5/57.0
318	130	P205/75R15	21.3*	38.6/37.4	42.3/38.2	57.6/58.2
225	85	P195/75R15	21.3*	38.2/37.4	42.3/38.3	57.4/57.4
225	85	P195/75R15	15.6*	39.3/37.7	42.5/36.6	56.9/57.0
						DODGE
135	84	P175/75R13	15.1*	38.5/37.1	42.6/35.3	56.1/54.6
135	84	P175/75R13	15.1*	38.8/37.9	42.6/35.7	56.3/56.9
135	84	P175/75R13	N/A	38.6/38.1	42.2/34.9	56.3/59.6
225	85	P195/75R15	21.3*	38.2/37.4	42.3/38.3	57.4/57.4
104.7	63	P155/80R13	10.5*	38.3/37.4	42.0/33.0	52.6/46.4
104.7	63	P175/75R13	10.7*	37.2/34.4	42.4/28.7	52.6/46.1
225	85	P195/75R14	16.7*	37.5/36.5	43.7/35.2	55.5/57.0
225	85	P195/75R14	15.6*	39.3/37.7	42.5/36.6	56.9/57.0
						FORD
140	N/A	P175/75R14	16.8	38.1/37.4	41.3/35.1	56.2/53.7
140	N/A	P175/75R14	16.8	38.3/37.4	41.7/35.3	56.2/53.7
79.3	N/A	P155/80R13	16.3	38.0/37.0	41.5/35.9	52.0/44.4
140	N/A	P185/80R13	10.0	37.2/35.9	41.7/31.2	56.1/47.1
255	N/A	P205/75R14	22.4	37.9/37.2	42.1/40.5	61.2/58.0
200	N/A	P185/75R14	17.7	37.7/36.3	41.6/36.5	55.9/52.0
						LINCOLN
302	N/A	P205/75R15	22.4	39.0/38.0	42.1/43.3	56.6/57.8
302	N/A	P205/75R15	22.4	38.0/37.8	42.1/38.0	56.5/57.0
302	N/A	P205/75R15	22.4	39.0/38.0	42.1/43.3	56.6/57.8
						MERCURY
79.3	N/A	P155/80R13	30.6	38.0/37.0	41.5/35.8	52.0/44.4
140	N/A	P175/75R14	33.3	37.2/35.9	40.9/29.8	54.0/47.1
140	N/A	P175/75R14	16.8	38.5/37.7	41.8/35.4	56.2/53.7
140	N/A	P175/75R14	16.8	38.1/37.4	41.3/35.1	56.2/53.7
200	N/A	P195/75R14	17.7	37.5/36.7	41.6/36.5	55.9/52.0
255	N/A	P205/75R14	22.4	37.9/37.2	42.1/40.6	61.2/56.9
						OLDSMOBILE
231	110	P185/80R13	14.3	38.2/37.4	42.2/35.5	54.5/53.5
231	110	P185/75R14	16.3	38.7/37.7	42.8/38.0	52.2/55.6
231	110	P205/75R15	21.8	38.8/38.2	42.2/39.1	55.4/55.4
250	N/A	P215/75R15	20.5	39.5/39.1	42.2/41.7	55.4/55.4
252	N/A	P205/75R15	15.2	37.9/37.9	42.8/38.9	53.7/49.0
						PLYMOUTH
135	84	P175/75R13	15.1*	38.5/37.1	42.6/35.3	56.1/54.6
135	84	P175/75R13	15.1*	38.8/37.9	42.6/35.7	56.3/56.9
135	84	P175/75R13	N/A	38.6/38.1	42.2/34.9	56.3/59.6
104.7	63	P155/80R13	10.5*	38.3/37.4	42.0/33.0	52.6/46.4
104.7	63	P175/75R13	10.7*	37.2/34.4	42.4/28.7	52.6/48.1
225	85	P195/75R15	21.3*	38.2/37.4	42.3/38.3	57.4/57.4
						PONTIAC
231	110	P205/75R15	9.2	37.1/35.5	43.9/28.4	55.3/46.3
151	84	P185/80R13	40.9	38.2/37.5	42.0/35.5	54.5/55.4
231	110	P185/75R14	16.6	38.7/37.7	42.8/38.0	52.2/55.6
231	110	P205/75R15	20.8	39.5/38.2	42.2/39.1	55.1/55.3
231	110	P195/75R14	16.7	37.6/37.8	42.8/36.3	51.7/54.9
						AMERICAN MOTORS
151	82	P185/75R14	27.3	38.1/37.7	40.8/25.7	54.3/43.5
151	82	P195/75R14	11.4	38.1/37.5	40.8/36.1	54.4/53.6
151	82	P195/75R15	25.0	38.1/36.6	40.8/26.2	54.3/40.3
151	82	P195/75R15	11.4	38.1/37.5	40.8/36.1	54.4/52.5
						VOLKSWAGEN
105	74	155x13	14.0	40.9/35.7	37.7/32.4	52.0/52.0

*With stowaway spare